

SPEAKER BIOS



SCOTT F. DENNISTON

Denniston is the director of the Office of Small and Disadvantaged Business Utilization (OSDBU) at the Veterans Affairs Office. He assists and supports the interests of small, disadvantaged, empowerment zone, and veteran and/or women owned businesses in contracts awarded by the Department of Veterans Affairs. Recently, he established the Center for Veterans Enterprise, an organization dedicated to providing support for all veterans interested in entrepreneurship.



CATHERINE H. GIORDANO

President and CEO of Knowledge Information Systems, Inc. a \$40 million minority women-owned IT business located in Virginia Beach. Giordano has achieved national recognition and has won a number of significant awards. She was personally invited by President Bush to participate in two economy conferences and has served on a number of panels and boards selected by former Virginia Governors George Allen and Mark Warner.



CURT CLINKINBEARD

Clinkinbeard is a business consultant, author, and director of training for the Foundation for the Advancement of Marketing and Excellence in Entrepreneurs. He is a nationally recognized speaker and author of the book "How to Grow Your Business". Clinkinbeard's seminars show his nine vital pillars of business growth and how each business, even on a limited budget, can grow their business.

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— PARTNERS —

Roanoke Regional Chamber of Commerce, Small Business Administration, City of Roanoke, Roanoke County, City of Salem, Virginia Department of Business Assistance, Shenandoah Valley SBDC, Martinsville SBDC, New River Valley SBDC, Region 2000 SBDC, Procurement Technical Assistance Center, and Roanoke Service Corps of Retired Executives.

The Roanoke Regional SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration as well as the Roanoke Regional Chamber of Commerce. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Persons requiring special accommodations in order to attend this workshop should contact the Roanoke Regional SBDC at 540.983.0717 Ext. 239.



Get Your Business On Target

Women & Veterans
Small Business Conference



GET ON TARGET:

Learn Steps to Grow Your Business on Any Budget

AGENDA: 7:30 AM - 3:00 PM

- 7:30 - 8:32 AM Registration, Continental Breakfast & Networking
- 8:32 - 8:46 AM Welcome & Opening Remarks
- 8:46 - 9:17 AM Scott F. Denniston - "Keys To Success"
- 9:17 - 9:52 AM Keynote Speaker: Catherine H. Giordano
- 9:52 - 10:01 AM Break
- 10:01 AM - Noon Curt Clinkinbeard - "Nine Basic Laws of Business Growth"
- Noon - 12:59 PM Lunch, Networking & Tradeshow
- 12:59 - 1:55 PM Breakout Sessions 1 - 6
- 1:59 - 3:00 PM Breakout Sessions 1 - 6

Thursday
May 15, 2008

Virginia Western
Community College

\$20/person*
(includes breakfast and lunch)
*Pre-registration Required

BREAKOUT SESSIONS :

- SESSION 1** LEGAL ISSUES EFFECTING SMALL BUSINESSES - Every business faces important legal issues; learn what to look for and how to protect your business.
- SESSION 2** EFFECTIVE E-MAIL MARKETING - Learn how to use Constant Contact to easily develop professional e-mails/newsletters and manage your customer database.
- SESSION 3** FINDING CAPITAL TO START OR GROW YOUR BUSINESS - Learn about the Small Business Administration's loan guarantee programs along with other government financing programs.
- SESSION 4** DOING BUSINESS WITH LOCAL, STATE, & FEDERAL GOVERNMENTS - No matter the product or service you sell you may be surprised how big your piece of the procurement pie can be.
- SESSION 5** DEVELOPING A PRESENCE ON THE WEB - Learn from the professionals of VECTEC (Virginia Electronic Commerce Technology Center) how to get your business up and running on the web.
- SESSION 6** UNDERSTANDING YOUR FINANCIAL STATEMENTS - Find out how your business is really doing by understanding your profit and loss statement and balance sheet.

For more information or to register online visit www.sbdcevents.org.

WOMEN & VETERANS SMALL BUSINESS CONFERENCE

Register Today, Space is Limited!

** No refunds or cancellations after Thursday, May 2, 2008*

Choose
Two Breakout
Sessions &
Lunch Option:

- ☐ Session 1
- ☐ Session 2
- ☐ Session 3
- ☐ Session 4
- ☐ Session 5
- ☐ Session 6
- ☐ FREE LUNCH
- ☐ NO LUNCH

Name(s): _____

Company: _____

Phone: _____ E-mail: _____

Form of payment (Circle One): Check Enclosed VISA MasterCard AMEX Discover

Credit Card #: _____ Exp. _____

Name on Card: _____

Credit Card Billing Address: _____ Amount: \$ _____

Signature: _____

☐ Woman Owned Business ☐ Veteran Owned Business ☐ Other

Open to Public, Attendance Not Limited to Business Owners

ROANOKE REGIONAL SMALL BUSINESS DEVELOPMENT CENTER

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540.983.0717 EXT. 239 □ FAX 540.983.0723 □ SBDC@ROANOKECHAMBER.ORG



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